

Supatcha Ngonrath na Ayudhya 2007: Attitude Forestry Faculty's Fourth Year Students Toward Ecotourism. Master of Science (Development Communication), Major Field: Development Communication, Department of Agricultural Extension and Communication. Thesis Advisor: Assistant Professor Praderm Chumjai, Ph.D. 65 pages.

This research aims to study the attitude, experience, as well as access to sources of information regarding ecotourism. It also focuses on the relationship between the demographics, sources of information, and attitude of 170 fourth year students of the Kasetsart University Department of Forestry, academic year 2006. The questionnaires were used for collecting data. The percentage, mean, standard deviation, and weight calculations were statistically used to analyze data including Chi-Square technique for hypothesis testing. The testing result of the research instrument of this study was acceptable. ($\alpha = 0.7$)

Hypothesis of the study includes 1) there were relationships between student's demographics and their attitude towards ecotourism and 2) there were relationships between students' access to source of information and their attitude towards ecotourism.

Results indicate that less than a half of students of the study have experienced on ecotourism, and they accessed to sources of information through various media just at a moderate level. Nevertheless, results of the hypothesis testing suggest that there is significant evidence that there were relationships between both students' backgrounds or demographics or their access to sources of information and their attitude toward ecotourism at 0.05 significant levels. In fact, the more students receive interesting knowledge or information related ecotourism through TV, newspaper, magazine, and Internet as well as from conversation or participating in training, seminar, and other ecotourism related activities, the more they will have high or positive attitude toward ecotourism or ecotourism concept. All concerned parties should directly promote, publicize, and give more interesting information or knowledge via direct activities concerned ecotourism in order to make students realize its importance and goal through various types of sources of information. Furthermore, public and private units should also play an importance role to stimulate and encourage students, who will finally be a part of society outside university, to participate more on ecotourism programs by considering appropriate methods which can mostly suit and correspond to their needs and interests.

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